

Methods and apparatus to selectively display a pre-determined set of contents for a specific class of devices. The apparatus includes an image generator, a section identifier and a section manipulator. The image generator generates an image of a pre-determined rendition of the set of contents; the section identifier identifies a section in the contents based on a preference of the provider of the set of contents; and the section manipulator re-formats the identified section to generate a new rendition, depending on a characteristic of the specific class of devices and a preference of the provider. After the re-formatting, the new rendition is displayed on the specific class of devices.